

## WHAT IS CLAIMED IS:

1. A container having a plurality of upstanding sidewalls interconnected by a floor pan, at least one of said sidewalls being reinforceable with an upstanding strut, said strut being removable from said sidewall without separation from said container.
2. A container according to Claim 1, wherein said strut has a proximal end and a distal end, said strut being articulably joined to said sidewall at said proximal end.
3. A container according to Claim 2, wherein said strut is articulably joined to said container at a hinge juxtaposed with said floor pan.
4. A container according to Claim 1, wherein said strut is attachable to said container at said distal end of said strut.
5. A container according to Claim 4, wherein said distal end of said strut is attachable with a tab/slot arrangement wherein one of said strut and said sidewalls have protruding tabs, the other having complementary slots attachable to said tabs.
6. A container according to Claim 1, wherein said container is reversibly collapsible in a first direction.
7. A container according to Claim 6, wherein said strut has reinforcing ribs perpendicular to said first direction.
8. A container according to Claim 7, wherein said strut comprises a panel, said panel being substantially coextensive of and attachable to a sidewall of said container.
9. A container according to Claim 8, wherein said strut further comprises notches for gripping said strut by a user.

10. A container having a plurality of upstanding sidewalls interconnected by a floor pan, said sidewalls being arranged in alternating and opposed pairs, at least one pair of said sidewalls being reinforceable with removable struts, whereby a first sidewall and a second sidewall opposed thereto has a first strut and a second strut associated therewith, respectively, said struts being reversibly transformable between a first position wherein said struts provide reinforcement to said sidewalls and a second position wherein said struts do not provide reinforcement to said sidewalls, said struts being reversibly transformable between said first position and said second position.
11. A container according to Claim 10, further comprising a floor pan support.
12. A container according to Claim 11, wherein said reversibly transformable struts and said floor pan support are integral.
13. A container according to Claim 11, wherein said container comprises a first material and said contiguous planar member comprises a second material, said first material and said second material being dissimilar.
14. A container according to Claim 13, wherein said contiguous planar member comprises fluted cardboard.
15. A container according to Claim 13, wherein said container and said reinforcement comprise materials of identical composition, said container comprising a first gauge, said reinforcement comprising a second gauge, said second gauge being greater than said first gauge.
16. A container according to Claim 12, wherein each of said struts is articulable about a proximal end, said proximal end being juxtaposed with said floor pan.

17. A container according to Claim 4, wherein said floor pan has an inner surface and an outer surface, said strut being removably attachable to said outer surface of said floor pan.
18. A method of reinforcing a container, said method comprising the steps of providing a container having sidewalls interconnected by a floor pan, said container further comprising struts attachable to said sidewalls and removable therefrom without separation from said container, said struts being unattached to said sidewalls, said struts having a proximal end joined to said container and a distal end articulable about said proximal end;  
articulating said struts to be proximate said sidewalls whereby said struts are disposed in a plane substantially parallel said sidewalls; and  
attaching said struts to said sidewalls, at said distal end.
19. A method according to Claim 18, wherein said step of articulating said struts comprises the step of articulating said struts from an orientation generally parallel to said floor pan to an orientation generally parallel to said upstanding sidewall.
20. A method according to Claim 19, wherein attachment of said distal end of said strut to said container provides a sensory indicium to the user indicating said attachment has occurred.